3 Design Principles

1. Show the data clearly and unequivocally. Don't obscure it – or, worse, distort it – by choosing the wrong style of display and neglecting to look at the data the way your audience might.

2. Skip unnecessary visual effects such as bright or high-contrast colors, boldface, 3-D effects, texture, unusual shapes, and "cute" icons (unless they really do help deliver the message). Avoid variety that's only for the sake of variety.

3. Emphasize your data elements; de-emphasize your non-data elements.